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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

THE 400

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10 Winning Holiday Promotions

26 Top Retailer Salaries

45 Great Merchandising Tips

25 Top Video Revenue Leaders

71 Major Appliance Milestones

10 Trends To Watch

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May 1987
Vol. 29, No. 5

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Kim

Jang

Young J. Kim, president of Goldstar Electronics International here, and **Bob Jang**, executive VP, have been named managing director of North American markets and executive director, respectively, for the firm's South Korean parent, GoldStar Co. Ltd. Both retain their present titles at the American marketing arm.

Karl-Lorimar executives **Stuart Karl**, president and CEO; **Court Shannon**, executive VP; and **Gary Hunt**, VP, sales, have resigned due to a conflict of interest involving their participation with an outside fulfillment company. **Jerry Gottlieb**, senior VP for Karl-Lorimar, will act as interim CEO until a new management team is decided upon.

Marion Baker named president, Royal Consumer Business Products. Also, **George Green** becomes director of sales, and **Bob Nell** becomes director of marketing.

Marino Andriani becomes Emerson's senior VP/sales director, replacing **Saul Knazick**, who resigned to devote full-time to H.H. Scott, where he is chairman and CEO.

Takashi Tsujii has been named president of TDK Electronics Corp. He had been VP/marketing and sales. Tsujii replaces Hiroshi Sawano, who was acting as interim president.

Henry Marcheschi adds the posts of president and CEO to his title as chairman of TeleQuest. He replaces **Robert Lee**, who will concentrate on his duties as executive VP of engineering and manufacturing.

Howard Graham, Zenith, adds CFO to his duty as VP, finance, replacing **William Krein** who resigned. **Karl Horn**, executive VP and president of Zenith's Computer Systems and Components group, has retired. **Robert Hansen** becomes president of Consumer Products Group, remaining executive VP. **Emmet Roche** named national sales manager of Heath Zenith Consumer Products Group.

Roche

Tsujii

STAT WATCH

TOTAL U.S. MARKET STATISTICS
Sales to Retailers
February 1987 vs. February 1986
(In Units)

	February 1987	February 1986	Percent Change	Year-to-date 1986	Year-to-date 1985	Percent Change
TELEVISION						
Color	1,424,509	1,278,730	+11.4	2,787,851	2,601,131	+ 7.2
Monochrome	240,507	269,435	−10.7	500,501	602,967	−17.0
TOTAL TV*	**1,665,076**	**1,548,165**	**+ 7.6**	**3,288,352**	**3,204,098**	**+ 2.6**
Projection TV	22,364	24,624	− 9.2	43,630	49,074	+11.1
Color TV with Integral MTS** (Built-in stereo)	249,119	227,118	+ 9.7	481,345	448,226	+ 7.4
Home VCR	1,315,151	902,998	+45.6	2,464,641	1,876,761	+31.3
Camcorders***	66,000	53,880	+22.5	151,933	113,956	+33.3

Information contained in this release reflects total market statistics for products produced and/or sold in the United States regardless of the brand name or country of origin.

*Excludes projection television
**Included in Color Television
***Included in Home VCR
Source: Electronics Industries Association Consumer Electronics Group.

THE 400

Consumer Electronics
U.S. sales to dealers*

	UNITS (add 000) 1986*	1987*
VIDEO		
Color TV**	18,204	18,300
Home VCR***	13,174	14,020
Camcorders	1,169	1,600
Blank Videocassettes	296,253	338,575
AUDIO		
Total component and Compact systems	4,848	4,730
One-brand component systems	2,158	2,040
Compact systems	2,690	2,040
Blank audio cassettes	269,681	319,070
PERSONAL/PORTABLES		
Total portable tape equipment	36,282	37,065
Portable tape recorders and players	8,964	8,630
Radio/tape combos	27,318	28,435
TELECOM		
Total corded & cordless	28,500	28,200
Corded telephones	24,100	23,400
Cordless telephones	4,400	4,800
TADs	4,900	5,800
MOBILE ELECTRONICS		
Cellular phones	280	240
HOME OFFICE		
Home computers	3,800	4,100
Personal copiers#	300	600
Typewriters#	3,100	3,400
PRE-RECORDED TAPE	75,000	110,000

**Forecasts as of January, 1987*
***Includes projection TV*
****Includes camcorders*
#Based on manufacturer's predictions
Source: Electronic Industries Association

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Publicly Held Specialty Retailers

Circuit City Stores, Inc., Richmond, VA
1986 net sales: $705,490,000
1986 net income: $22,021,000
•*Stores:* 71
•*Locations:* AL, CA, FL, GA, KY, MD, NC, SC, TN, WV, Wash. DC.
•*Volume:* 80 percent—consumer electronics, 20 percent—major appliances

Highland Superstores, Inc., Taylor, MI
1986 net sales: $520,527,000
1986 net income: $23,602,000
•*Stores:* 53
•*Locations:* IL, IN, MI, OH, TX
•*Volume:* 73.9 percent—consumer electronics, 20.3 percent—major appliances, 5.8 percent—service contracts

Lechmere/div. of Dayton Hudson Inc., Woburn, MA
1986 net revenues: $475,600,000
•*Stores:* 17
•*Locations:* CT, GA, MA, NH, NY, RI
•*Merchandise:* consumer electronics, major appliances

The Federated Group, Inc., City of Commerce, CA
1986 net sales: $363,633,000
1986 net income: $10,719,000
•*Stores:* 60
•*Locations:* AZ, CA, TX
•*Volume:* 100 percent—consumer electronics hardware and software

Crazy Eddie, Inc., Edison, NJ
1986 net sales: $262,268,000
1986 net income: $13,244,000
•*Stores:* 34
•*Locations:* CT, NJ, NY, PA
•*Volume:* 100 percent—consumer electronics (includes video hardware, audio hardware and software, microwave ovens and room air conditioners; Crazy Eddie is currently test marketing major appliances).

Fretter, Inc., Livonia, MI
1986 net sales:* $214,264,000
1986 net income:* $9,925,000
•*Stores:* 40
•*Locations:* IN, IL, MA, MI, OH
•*Volume:* 61.4 percent—consumer electronics, 33.6 percent—major appliances, 5 percent—service contracts.

**—fiscal year adjusted to reflect revenues Jan. 31, 1985-1986; a change in company's fiscal year from April 30*

Audio/Video Affiliates, Inc., Dayton, Ohio
1986 net sales: $181,977,000
1986 net income: $7,482,000
•*Stores:* 78 (Rex, TV & Stereo Town, Kelly & Cohen)
•*Locations:* AK, AL, FL, IA, IN, IL, KY, LA, MS, NB, OH, PA, TN, TX, WV.
•*Volume:* 83.7 percent—consumer electronics, 16.3 percent—major appliances

Newmark & Lewis Inc., Hicksville, NY
1986 net sales: $141,559,934
1986 net income: $3,811,291
•*Stores:* 35
•*Locations:* CT (Bernie's), NY
•*Volume:* 60 percent—consumer electronics, 40 percent—major appliances

Luskins, Inc., Baltimore, MD
1986 net sales: $138,000,000
1986 net income:
•*Stores:* 53
•*Locations:* MD, Wash,DC, VA, CT, OH, MI, IN, KY
•*Volume:* 80 percent—consumer electronics, 20 percent—major appliances

Best Buy, Inc., Bloomington, MN
1986 net sales: $113,134,000
1986 net income: $4,060,000
•*Stores:* 24
Locations: IA, IL, IN, KY, MO, TN, SD
Volume: 80 percent—consumer electronics, 80 percent—major appliances

Wall To Wall Sound & Video, Cinnaminson, NJ
1986 net sales: $101,500,000
1986 net income: $3,147,000
•*Stores:* 84
•*Locations:* DE, MD, NJ, NY, OH, PA
•*Merchandise:* Consumer electronics hardware and software
•*Volume:* 100 percent sales of audio and video hardware and software, plus rentals of video software

The Good Guys!, San Francisco, CA
1986 net sales: $89,473,000
1986 net income: $1,401,000
•*Stores:* 14
•*Locations:* CA (San Francisco Bay area, Sacramento)
•*Volume:* 100 percent—consumer electronics

Tipton Centers, Inc., St. Louis, MO
1986 net sales: $63,977,000
1986 net income: $2,002,000
•*Stores:* 24
•*Locations:* IA, IL, IN, KY, MO, TN
•*Volume:* 59.8 percent—consumer electronics, 35.6 percent—major appliances, 4.6 percent—service contracts

Sound Advice, Inc., Ft. Lauderdale, FL
1986 net sales:* $18,180,414
1986 net income:* $798,212
•*Stores:* 14
•*Locations:* FL
•*Volume:* 100 percent—consumer electronics

**—fiscal year 6/1/86-12/31/86*

National Video, Inc., Portland, OR
1986 net sales: $7,757,000
1986 net income: $246,000
•*Stores:* 705 franchised stores
•*Locations:* US (except DE, ME) and 10 Canadian provinces
•*Merchandise:* video hardware and software
•*Volume:* 30 percent—franchisees revenues on sales and rentals, 70 percent—royalties and franchise fees

All information for the Specialty Retailers categories was gathered from the most recent annual reports, prospecti and proxy statements. Since these are publicly held companies, these figures are matters of public record; all information is available on request from individual companies.

THE 400

Salaries of Top 26 Specialty Retailers

Oliver Fretter **$876,500**
Fretter Inc.; chmn

John Hurley **$503,517**
Fretter Inc.; pres

Alan Wurtzel **$402,502***
Circuit City Inc.; chmn
**for fiscal year ended 2/28/86*

Ronald Unkefer **$391,667***
The Good Guys, Inc.; chmn, pres
**for the fiscal period ended 9/30/86; effective 8/1/86, Unkefer voluntarily reduced his annual rate of compensation to $250,000*

Richard Lewis **$375,858***
Newmark & Lewis Inc.; pres
**for fiscal year 1986*

Warren Hyman **$365,728***
Newmark & Lewis Inc.; chmn
**for fiscal year 1986*

David Mondry **$361,403***
Highland Superstores Inc.; chmn, CEO
**for fiscal year ended 1/31/86*

Eugene Mondry **$361,403***
Highland Superstores Inc.; pres, COO
**for fiscal year ended 1/31/86*

Wilfred Schwartz **$360,000***
The Federated Group; chmn, CEO
**for fiscal year ended 3/2/86*

Jack Luskin **$307,500***
Luskin's Inc.; chmn, CEO
**for fiscal year ended 12/31/85*

Eddie Antar **$300,000***
Crazy Eddie Inc.; chmn
**for fiscal year ended 3/2/86*

Keith Powell **$285,000***
The Federated Group; pres, COO
**for fiscal year ended 3/2/86*

Cary Luskin **$256,250***
Luskin's Inc.; pres, COO
**for fiscal year ended 12/31/85*

Jerome Shulman **$254,800***
Wall to Wall Sound & Video Inc.; chmn, pres, CEO
**for fiscal year ended 5/31/86*

Barry Feinberg **$251,487**
Silo/Division of Cyclops; pres

Louis Kwiker **$250,000***
Wherehouse Entertainment Inc.; pres, CEO
**plus a bonus not to exceed $200,000 for fiscal year 1986*

Richard Sharp **$247,102***
Circuit City Inc.; pres, CEO
**for fiscal year ended 2/28/86*

Sylvan Kaplan **$187,280***
Tipton Centers Inc.; chmn, CEO
**for fiscal year ended 3/31/86; as of 4/86, Kaplan will receive an annual salary of $250,000 plus bonuses*

Lawrence Tomchin **$166,715***
Audio/Video Affiliates; exec. VP, COO
**includes $42,500 bonus paid in fiscal 1984; as of 7/84, Tomchin will receive an annual salary of $150,000 plus bonuses*

Peter Beshouri **$150,000***
Sound Advice, Inc.: Pres, chmn, CEO
**for fiscal year ended 6/30/85; includes a one-time fiscal year-end bonus of $50,000. For 1986, cash compensation was between $100,000 and $125,000.*

Ron Berger **$149,023**
National Video, Inc; chmn, pres, CEO

Mitchell Antar **$143,000***
Crazy Eddie Inc,; Offc of Pres/CEO, exec. VP/mktg
**for fiscal year ended 3/2/86*

Alvin Sotoloff **$137,788***
Audio/Video Affiliates; pres
**for fiscal year ended 10/31/84; as of 7/84, Sotoloff will receive an annual salary of $150,000 plus bonuses*

Stuart Rose **$130,480***
Audio/Video Affiliates; chmn, CEO
**for fiscal year ended 10/31/84; as of 7/84, Rose will receive an annual salary of $150,000 plus bonuses*

Allen Fishman **$125,574***
Tipton Centers Inc.; pres, COO
**for fiscal year ended 3/31/86; as of 4/86, Fishman will receive an annual salary of $200,000 plus bonuses.*

Sam E. Antar **$108,600***
Crazy Eddie Inc.; Offc of Pres/CEO, exec. VP, CFO
**for fiscal year ended 3/2/86*

John Hurley

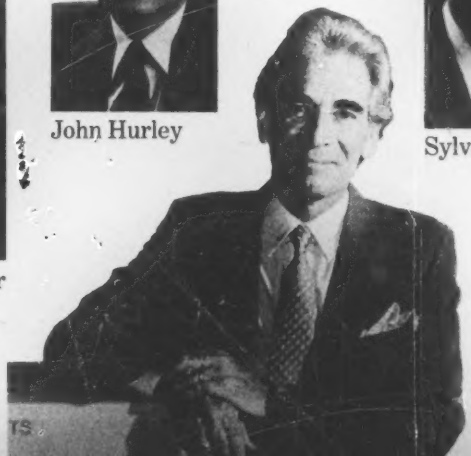
Sylvan Kaplan

Richard Lewis

Stuart Rose

Oliver Fretter

Ron Berger



THE 400

10 Top Titles of '86

		Wholesale Dollars (millions)	Units* (000)
1	**INDIANA JONES & THE TEMPLE OF DOOM** *(Paramount, $29.95)*	$24.7	1,300
2	**SLEEPING BEAUTY** *(Disney, $29.95)*	$20.0	1,000
3	**BACK TO THE FUTURE** *(MCA, $79.95)*	$22.5	450
4	**RAMBO/FIRST BLOOD II** *(HBO/Cannon, $79.95/$29.95)*	$21.5	445
5	**RETURN OF THE JEDI** *(CBS/Fox, $79.98)*	$20.8	415
6	**WITNESS** *(Paramount, $79.95/$19.95)*	$14.0	390
7	**JANE FONDA'S LOW IMPACT AEROBICS** *(Karl/Lorimar $39.95)*	$8.0	320
8	**ROCKY IV** *(CBS/Fox $79.98)*	$13.0	260
9	**TEEN WOLF** *(Paramount, $79.95, $19.95)*	$8.1	235
10	**OUT OF AFRICA** *(MCA, $79.95)*	$11.5	230

*Source: Home Viewer/Video Week Trendicator Reports *December titles—estimated sale*

Top title of '86
Harrison Ford in "Indiana Jones."

Top Video Revenue Leaders of All-time

		Units (000)	Studio Rev. (mil.)*	Release Date
1	**TOP GUN** *(Paramount, $26.95)***	1,900	$30.7	3/87
2	**JANE FONDA'S WORKOUT** *(Karl-Lorimar, $59.95)*	850	$30.6	4/82
3	**GHOSTBUSTERS** *(RCA/Columbia, $79.95)*	800	$26.8	1/86
4	**BEVERLY HILLS COP** *(Paramount, $29.95)*	1,400	$25.2	10/85
5	**INDIANA JONES AND THE TEMPLE OF DOOM** *(Paramount, $29.95)*	1,350	$24.3	11/86
6	**BACK TO THE FUTURE** *(MCA, $79.95)*	480	$24.0	5/86

All-time leader
Tom Cruise in "Top Gun."

7	**RAMBO: FIRST BLOOD II** *(HBO/Cannon, $79.95)*	490	$22.9	1/86
8	**SLEEPING BEAUTY** *(Disney, $29.95)*	1,200	$21.6	10/86
9	**GONE WITH THE WIND** *(MGM/UA, $89.95)*	390	$21.1	3/85
10	**RAIDERS OF THE LOST ARK** *(Paramount, $39.95)*	1,250	$20.7	12/83
11	**RETURN OF THE JEDI** *(CBS/Fox, $79.98)*	400	$19.2	2/86
11	**VCR CLUE** *(Parker Bros., $39.95)*	800	$19.2	5/85
13	**THE EMPIRE STRIKES BACK** *(CBS/Fox, $79.98)*	375	$18.3	11/84
14	**JANE FONDA'S NEW WORKOUT** *(Karl-Lorimar, $39.95)*	720	$17.3	10/85
15	**GREMLINS** *(Warner, $79.95)*	375	$15.5	11/85
16	**WITNESS** *(Paramount, $79.95)*	450	$14.0	4/86
17	**DOWN & OUT IN BEVERLY HILLS** *(Touchstone, $79.95)*	275	$13.2	9/86
17	**OUT OF AFRICA** *(MCA, $79.95)*	275	$13.2	9/86
19	**THE KARATE KID** *(RCA/Columbia, $79.95)*	375	$12.4	5/85
20	**ROCKY IV** *(CBS/Fox, $79.98)*	250	$12.0	5/86
21	**COBRA** *(Warner, $79.95)*	210	$10.4	11/86
21	**PINOCCHIO** *(Disney, $79.95)*	415	$10.4	7/85
23	**ROMANCING THE STONE** *(CBS/Fox, $79.98)*	250	$10.2	9/84
24	**COCOON** *(CBS/Fox, $79.98)*	210	$10.1	4/86
24	**GOONIES** *(Warner, $79.95)*	210	$10.1	3/86

Source: video Marketing

**Numbers represent sales through 3/10/87. **Prices represent highest list price.*

The Empire Strikes Back
Chewbacca makes it to #13.

Witness
Philly cop meets the Amish.

Rocky IV
Stallone makes the charts.

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THE 400

TOP IMPORTERS

of U.S. Electronic Products*
(thousands of dollars)

CANADA	$273,000
MEXICO	$149,000
UNITED KINGDOM	$95,000
JAPAN	$95,000
NETHERLANDS	$68,000
WEST GERMANY	$65,000
FRANCE	$41,000
TAIWAN	$35,000
AUSTRALIA	$33,000
PARAGUAY	$25,000

**1986 figures.*

TOP FOREIGN SUPPLIERS

of Electronic Products to the U.S.*
(thousands of dollars)

JAPAN	$10,300,000
KOREA	$1,500,000
TAIWAN	$1,100,000
MEXICO	$901,000
HONG KONG	$561,000
SINGAPORE	$438,000
CANADA	$237,000
WEST GERMANY	$187,000
MALAYSIA	$146,000
BRAZIL	$138,000

Source: Electronic Industries Association

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Circle 24 on Info Card

Brothers *Blaha* *Smith*

Maytag Corp. consolidates Hardwick and Magic Chef operations. **J. Hoyle Rymer** becomes president of combined operations.

Herman Beach becomes Speed Queen executive VP, from VP, industrial relations. **Tom Kaczmarek**, previously director of marketing, becomes VP, marketing and **Jeff Brethers**, previously director of home-laundry sales, becomes VP, home-laundry sales.

At Whirlpool, **Roger Blaha** becomes general manager, Kitchenaid southern zone. He replaces **Don Hassinger** who transfers to Whirlpool Sales, Midwest region. **Joy Schrage** is promoted to general manager, appliance information service. Whirlpool Kitchens appoints **Kenneth Fasching** director of manufacturing at the firm's St. Charles steel operation. **Brian Smith** becomes VP, physical distribution for Whirlpool Kitchens.

Friedrich Air Conditioning & Refrigeration names **Dick Kendall** regional manager in Oklahoma, responsible for sales and marketing to retailers.

STAT WATCH

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1987

	February 1987	February 1986	Percent Change	Calendar Year to Date 1987	1986	Percent Change
ALL MAJOR APPLIANCES*	**3,476.6**	**3,187.1**	**+ 9.1**	**7,559.4**	**6,788.1**	**+11.4**
COOKING — TOTAL	**1,126.4**	**1,144.2**	**– 1.6**	**2,725.6**	**2,480.8**	**+ 9.9**
Electric Ranges — Total	247.5	253.5	– 2.4	529.9	519.0	+ 2.1
Free Standing	195.9	208.6	– 6.1	423.5	427.8	– 1.0
Built-In	51.6	44.9	+14.9	106.3	91.2	+16.6
Microwave Ovens/Ranges**	892.5	904.4	– 1.3	2,224.6	1,991.3	+11.7
HOME LAUNDRY — TOTAL	**812.4**	**707.5**	**+14.8**	**1,752.9**	**1,573.5**	**+11.4**
Automatic Washers	446.6	398.9	+12.0	952.2	888.6	+ 7.2
Dryers — Total	365.8	308.5	+18.6	800.7	685.0	+16.9
Electric	285.3	240.9	+18.4	627.0	534.3	+17.3
Gas	80.4	67.6	+18.9	173.7	150.6	+15.3
KITCHEN CLEAN UP — TOTAL	**709.7**	**639.9**	**+10.9**	**1,514.7**	**1,358.3**	**+11.5**
Disposers	366.9	339.9	+ 7.9	816.1	724.6	+12.6
Dishwashers — Total	323.5	287.0	+12.7	660.8	605.9	+ 9.1
Built-In	302.6	265.6	+13.9	615.4	561.1	+ 9.7
Portable	20.9	21.4	– 2.3	45.4	44.8	+ 1.3
Compactors	19.3	13.0	+48.5	37.8	27.8	+36.0
FOOD PRESERVATION — TOTAL	**543.2**	**484.4**	**+12.1**	**1,101.0**	**1,022.5**	**+ 7.7**
Refrigerators	461.1	407.1	+13.3	934.9	855.4	+ 9.3
Freezers — Total	82.1	77.3	+ 6.2	166.1	167.0	– 0.5
Chest	45.4	40.9	+11.0	91.1	88.7	+ 2.7
Upright	36.8	36.4	+ 1.1	75.0	78.3	– 4.2
HOME COMFORT — TOTAL	**284.9**	**211.2**	**+34.9**	**465.4**	**353.1**	**+31.8**
Room Air Conditioners	242.9	174.9	+38.9	397.7	306.1	+29.9
Dehumidifiers	41.9	36.3	+15.4	67.6	46.9	+44.1
GAS RANGES***	**160.1**	**149.5**	**+ 7.1**	**340.4**	**297.9**	**+14.3**

*Numbers do not add because of overlapping product categories.
**Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.

his stock for a reported $3 million. In 1954, former Borg-Warner Chairman Roy Ingersoll persuaded him to head the financially ailing Norge Division, which he turned around in less than a year. Prior to his years at Bendix, Sayre headed the appliance division at Montgomery Ward, served in key sales jobs at Kelvinator Corp. and worked as an assistant to RCA President David Sarnoff.

Harry Goldman

1905-1986

One of the first salesmen in the refrigerator business, in 1952 Goldman founded New Hyde Park, New York-based Goldman-Feder Inc., one of the oldest and largest built-in appliance distributors in the country. In the 1930s working for J. Rose Stove Co., he went door to door to persuade apartment building owners in New York City to trade in their ice boxes for the new General Electric "Beehive" refrigerators. Goldman's distributorship expanded to carry Sub-Zero, Chambers, AEG, Miele as well as the now defunct Revco.

Jim Peirce

1902-1986

In 1926, Peirce teamed up with his brother, J. Trevor, and future brother-in-law, Charles Phelps, to establish a distributorship for Majestic radios in Philadelphia. He served for a time as assistant general manager of Grigsby-Grunow Co. of Chicago, manufacturer of Majestic but returned to Peirce-Phelps, which he established as one of the nation's largest distributors of major appliances, supplying Amana and Carrier brand names, among others.

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THE 400

Factory Unit Shipments of Major Appliances

(domestic and export)

	UNITS (add 000) 1986	1987*	1988*
ALL MAJOR APPLIANCES	**45,072**	**43,176**	**43,171**
COOKING—			
TOTAL	**15,578**	**14,171**	**13,854**
Electric Ranges	3,318	3,282	3,258
Free Standing	2,721	2,691	2,666
Built-In	598	591	592
Gas Ranges**	1,966	N/A	N/A
Microwave Ovens	12,444	11,081	10,785
HOME LAUNDRY—			
TOTAL	**10,009**	**9,628**	**9,712**
Automatic Washers	5,765	5,480	5,580
Dryers	4,245	4,148	4,132
Electric	3,309	3,263	3,233
Gas	963	885	899

	UNITS (add 000) 1986	1987*	1988*
KITCHEN CLEAN UP—			
TOTAL	**8,381**	**8,154**	**8,238**
Disposers	4,269	4,186	4,186
Dishwashers	3,918	3,785	3,874
Built-In	3,663	3,540	3,633
Portable	255	245	241
Compactors	194	183	178
FOOD PRESERVATION—			
TOTAL	**7,733**	**7,709**	**7,776**
Refrigerators***	6,510	6,480	6,537
Freezers	1,222	1,229	1,239
Chest	661	643	643
Upright	561	586	596
HOME COMFORT—			
TOTAL	**3,371**	**3,515**	**3,590**
Room Air Conditioners	2,816	3,000	3,060
Dehumidifiers	555	515	530

**Forecasts as of November 1986*
***Source: GAMA, not included in cooking total or total shipments*
****Includes units of 6.5 cu. ft. and over*

Source: AHAM